

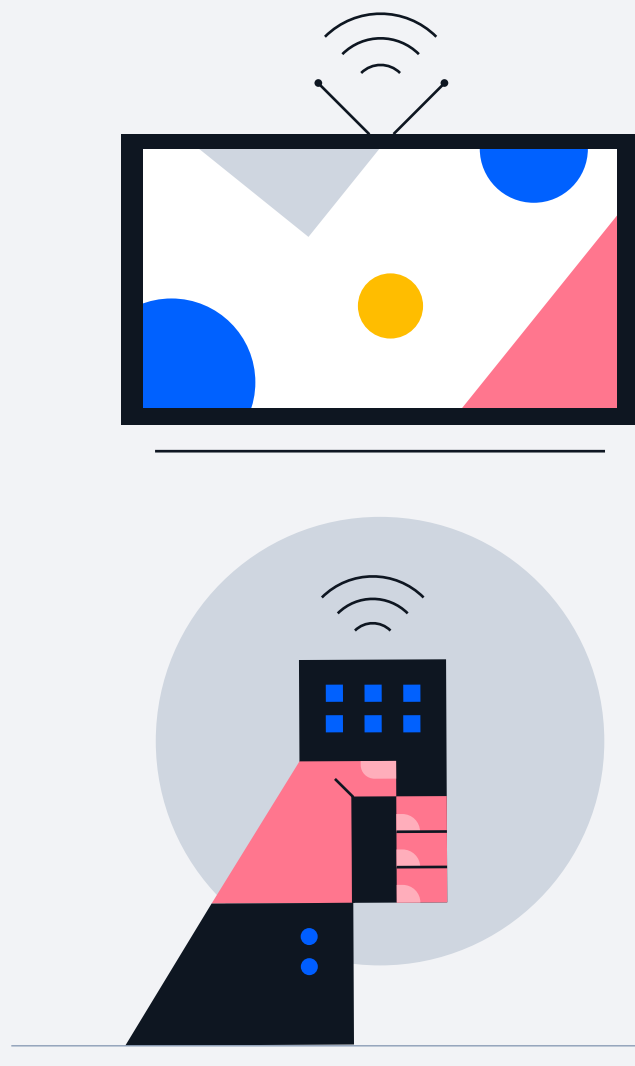
# StackAdapt Connected TV

*Discover the right Connected TV (CTV) strategy for your existing digital and traditional TV buys.*



## With StackAdapt you can add premium TV to your programmatic playbook.

All of the benefits of TV advertising but with more control over who sees your ads and how often CTV enables you to serve your ads at the right time, to the right audience, the right number of times—so that audience doesn't tune out. Plus, real-time results to help you optimize your campaigns faster!



In simple terms, a Connected TV is a TV set that is connected to the Internet. This connection is made through built-in capabilities, such as a Smart TV, or another device that enables a standard TV to become a Connected TV (e.g. Roku, Apple TV, etc.).

CTV offers the targeting of digital advertising, with the lean-back experience of television. When a consumer watches CTV, they are experiencing it in the same way they would watch linear TV—on a big screen and in the casual environment of their living room. Compared to the small mobile or laptop screen, a CTV ad is more immersive and relaxed, and typically delivers significantly higher completion rates than computer/laptop or mobile viewing.

## Why include CTV?

In 2022, eMarketer estimates that the number of Connected TV users will rise to 204.1 million, which will represent 60.1% of the population. Also according to eMarketer, ad dollars flowing to CTV platforms come from a combination of linear TV and digital video budgets.

However, only 12% of digital video ad spend in the US in 2018 was allocated to CTV. Seventy-four million people cannot be reached unless advertisers target through this channel.

The opportunity is huge and so are some of the benefits:



### Extend audience reach and engagement

Full-screen TV experience with high co-viewing activity.



### Premium inventory

Run ads along popular TV shows and movies, in front of a fully invested audience, during prime time hours.



### High completion rates

CTV is a natural large screen experience that results in high ad viewability.

## Why is CTV so powerful in StackAdapt?



### Targeted Opportunities

You are likely already familiar with StackAdapt's flagship targeting capability—Custom Segments. Custom Segments are an audience pool stored on a customizable rolling day basis, to predict who is most likely to be your next customer based on what they are reading online.

At its core, it leverages a user graph that combines many identifiers like IP, device, cookie and more. With Custom Segments, you can now target TV screens based on what users have read online. Additionally, we can help you measure if CTV ads drove web visits or foot traffic to a specific location by leveraging one of our location intelligence partners.

Digital campaigns are unmatched when it comes to the ability to target specific demographics, interests, income, behaviour or location. StackAdapt can help you with multiple layers of targeting, depending on your goal.



### Programmatic Guaranteed

StackAdapt offers the most flexible buying for CTV in any DSP. Programmatic Guaranteed is ideal for advertisers looking to shift traditional TV budgets to CTV because you can reserve inventory upfront from publishers. CTV also provides the same benefits of targeting, frequency, measurement and attribution of programmatic advertising. With Programmatic Guaranteed for CTV, you can also target and report on specific programming individuals are viewing.

Programmatic Guaranteed for CTV in StackAdapt is brought to your campaigns by:

**SPOTX**

**telaria**

**rubicon**  
PROJECT



### Reporting and Insights

Unlike linear TV, you can track the impact of your CTV campaigns in the same manner as with your other programmatic buys. CTV metrics include impressions delivered, CPCV, VCR, view-through conversions and unique device breakdown.

Extensive and transparent reporting in StackAdapt provides everything you need to analyze data and insights, adjust current campaigns on the fly, or shape future strategies.

## Connected TV Devices



### Streaming Devices

(Chromecast, Roku, Apple TV)



### Smart TVs

## Connected TV Exchanges

**verizon**  
media

**xandr**

**SPOTX**

**RHYTHMONE**

**BEACHFRONT**

**Nexstar**  
MEDIA GROUP, INC.

**rubicon**  
PROJECT

**telaria**

**FRESHWHEEL**  
A COMCAST COMPANY

and 100+ PMP Deals